

REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. Applicant has amended Claims 1 and 11-20. Applicant respectfully submits that no new matter has been added by these amendments. Thus, Claims 1-20 are pending. This application has been carefully reviewed in light of the Official Action mailed March 21, 2007. Applicant respectfully requests reconsideration and favorable action in this case.

Claim Objections

Claims 11 and 18 stand currently objected to by the Examiner. Claims 11-20 have been amended. No new matter has been added. Applicant respectfully submits that this objection is now moot.

Rejections under 35 U.S.C. § 102

Claims 1-20 stand rejected as anticipated by U.S. Patent No. 6,996,536 ("Cofino").

Claim 1 recites receiving a set of HTTP request data including a request time stamp for each HTTP request in a set of HTTP requests, receiving a set of event data including an event time stamp for each event in a set of events and associating each event from the set of events with a previous HTTP request from the set of HTTP requests based on the event time stamps and request time stamps, wherein each event is associated with the previous HTTP request that is closest in time. Claims 5, 11 and 17 recite similar limitations.

Thus, embodiments of the present invention may associate various events with various HTTP requests based on the timing of the events or the HTTP requests. These events may, for example, correspond to various processing that takes place in conjunction with these HTTP requests and which may occur on a variety of different computers. More specifically, a web server may receive HTTP requests, where a variety of events may be initiated based upon each of these HTTP requests. These events may include things such as the generation of an ad for inclusion in a web page to be sent to a user, an e-commerce transaction such as adding a product to a virtual shopping cart, the generation of dynamic content by an application server using a script, etc. Each of the events may occur with respect a set of systems which may be unaware of the original HTTP request which caused the event to occur. Each of these systems (which may or may not be disparate computers) may log the respective events occurring at that system. Using these event logs from the various systems the events occurring in association with the various systems may be associated with HTTP requests received at a web server.

Cofino in contrast, discloses a method and system for the visualization of clickstream data. (See, Cofino Col 3, Lines 15-20). The invention of Cofino records the requests it receives from users in a web server log along with auxiliary data pertaining to the request such as timestamps and links displayed in the requested web page or a referring link. The web server log can be sorted by session ID and timestamp to extract sessions from the web server log. A session is a series of web requests by one shopper in a single visit. (See, Cofino Col 4, Lines 35-55). This sessionized data is analyzed by a shopping step finder process to produce micro conversions. These micro conversions are then converted into visual representations. (See, Cofino Col 4, Lines 55-65, FIGURE 1).

More particularly, the shopping step finder process identifies products seen in each shopping step in consideration. (See, Cofino Col 7, Lines 30-33). The shopping step finder

process starts with a set of requests for a session and a set of shopping steps (such as “product impressions”, “clickthrough”, “basket placement”, and “purchase” See, Cofino Col 7, Lines 30-40). Each of the shopping steps has a decision criteria associated with it, for example a request in a session may belong to the step of “product impressions” if the web page associated with the request contains a hyperlink to a product page, a request may belong to the step of “clickthrough” if the web page associated with the request is a product page, etc. Based on this decision criteria it can be determined if a request belongs to a step. Thus, a micro conversion can be produced where the micro conversion comprises requests tagged as particular shopping steps. (See, Cofino Col 7, Line 55-Col. 8, Line 20, FIGURE 6A).

This may be better seen with reference to FIGURES 5 and 6 of Cofino reproduced herein for the Examiner’s convenience. FIGURE 5 depicts a set of sessionized request data showing three sessions extracted from a web server log, including the referrer, current page and link information associated with the requested web page, in other words information contained in the web page generated in response to the request.

504      505      505      507      508

TIMESTAMP	SESSION ID	REFERRER	CURRENT PAGE	LINKS
T1	S1	R1	HOME	A, B, P1, SEARCH
T3	S1	HOME	A	A1, A2
T6	S1	A	A1	BASKET, A
T8	S1	A1	BASKET	PURCHASE, HOME
T10	S1	BASKET	HOME	A, B, P1, SEARCH
T12	S1	HOME	B	B1, B2, B3
T13	S1	B	B2	BASKET, B
T14	S1	B2	B3	B1, B2, B3
T16	S1	B3	B3	BASKET, B
T19	S1	B3	BASKET	PURCHASE, HOME
T20	S1	BASKET	PURCHASE	THANK YOU
T21	S1	PURCHASE	THANK YOU	HOME

(a) SESSION S1      501

500

TIMESTAMP	SESSION ID	REFERRER	CURRENT PAGE	LINKS
T2	S2	R2	HOME	A, B, P1, SEARCH
T3	S2	HOME	SEARCH	
T7	S2	SEARCH	SEARCH RESULT	A2, B1, B2
T11	S2	SEARCH RESULT	B1	BASKET, B
T15	S2	B1	BASKET	PURCHASE, HOME
T17	S2	BASKET	PURCHASE	THANK YOU
T23	S2	PURCHASE	THANK YOU	HOME

(b) SESSION S2      502

TIMESTAMP	SESSION ID	REFERRER	CURRENT PAGE	LINKS
T4	S3	R3	HOME	A, B, P1, SEARCH
T7	S3	HOME	P1	BASKET
T18	S3	P1	HOME	A, B, P1, SEARCH
T22	S3	HOME	A	A1, A2

(c) SESSION S3      503

FIG.5

FIGURE 6 depicts the micro conversion of the session data of FIGURE 5. In other words FIGURE 6 depicts the association of the requests of FIGURE 5 with the shopping steps of "Product Impressions", "Click-Throughs", "Basket Placement" and "Purchase":

	604	605	606	607
	PRODUCT IMPRESSIONS	CLICK-THROUGHS	BASKET PLACEMENT	PURCHASE
(a)	T1, P1	T6, A1	T8, A1	T20, A1
	T3, A1	T13, B2	T19, B3	T20, B3
	T2, A2	T16, B3		
	T10, P1			
	T12, B1			
	T12, B2			
	T12, B3			
	T14, B1			
	T14, B2			
	T14, B3			

  

	608	609	610	611
	PRODUCT IMPRESSIONS	CLICK-THROUGHS	BASKET PLACEMENT	PURCHASE
(b)	T2, P1	T11, B1	T15, B1	T17, B1
	T9, A2			
	T9, B1			
	T9, B2			

  

	602	603	604	605
	PRODUCT IMPRESSIONS	CLICK-THROUGHS	BASKET PLACEMENT	PURCHASE
(c)	T4, P1	T7, P1		
	T18, P1			
	T22, A1			
	T22, A2			

FIG.6

Notice here with respect to FIGURES 5 and 6 of Cofino that each of the micro conversions comprise a set of requests recorded at the web server where the classification of these requests into the various shopping steps (and thus the associations recorded in each of the micro conversion as well) is based on data stored in the web server log in association with each of the recorded web requests. More particularly, the determination of whether a request should be associated with a particular shopping step is based on criteria associated with the request such as the links or product displayed in the web page associated with that request or the referrer of the requested web page (e.g. the web page the shopper was on when he made the request.). In fact, according to Cofino it is the use of these links in the server log that makes the invention of Cofino novel. (See, Cofino Col 7, Lines 10-15).

As can be seen then, Cofino classifies requests into shopping steps based upon criteria associated with these requests where the criteria pertains to information contained or displayed in the web page responsive to the request or the web page from which the request was generated. As such, Cofino is not concerned with the any of the processing which may have occurred in conjunction with the production or generation of a web page in response to a request.

Cofino's lack of concern for the events occurring in conjunction with a request (e.g. processing for the generation of a web page) makes sense when the purpose of Cofino is examined. More particularly, Cofino states

Next (207), by examining the generated visualizations of shoppers' activities (800) in the online store (103), business analysts understand the effectiveness of their store and/or identify one or more problems with their store such as a broken link to promoted products, or a lengthy and cumbersome checkout process. Business analysts make recommendations for store improvement based on their findings.

By using the analysis results from the business analysts, marketers, merchandisers, and Web designers of the online store (103) develop and/or update their strategies for Web design, marketing and merchandising (208), and generate appropriate recommendations for the new/updated strategies. Finally (209), the recommendations from the Web designers, marketers and merchandisers are passed on to the Web programmers and administrators of the online store (103), who implement the recommended changes to the Web appearance and/or navigation paths of the online store (103) and other Web presentation of the store's marketing and merchandising efforts such as advertisement banners and other links in portal sites such as Yahoo!, AltaVista, Lycos, and Excite@Home. (See Cofino, Col. 6, Lines 1-21)

As can be seen, Cofino is concerned with the appearance, navigation paths and presentation of the stores marketing and merchandising efforts, not the events occurring with respect to any web page.

As such, Cofino does not disclose receiving a set of event data including an event time stamp for each event in a set of events and associating each event from the set of events with a previous HTTP request from the set of HTTP requests based on the event time stamps and request time stamps, wherein each event is associated with the previous HTTP request that is closest in time as recited by Claim 1. Accordingly, the withdrawal of the rejection of Claim 1 is respectfully requested. Additionally as Claims 5, 11 and 17 recite limitations similar to Claim 1, the withdrawal of the rejection of Claim 5,

11 and 17 and dependent Claims 2-4, 6-10, 12-16 and 18-20 are respectfully requested as well.

CONCLUSION

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include an acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1-20. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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